

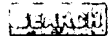
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 Terms used: personalize web pages

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### 1 [Internet data management \(IDM\): A web-page fragmentation technique for](#)



#### [personalized browsing](#)

Bouras Christos, Kapoulas Vaggelis, Misedakis Ioannis

 March 2004 **Proceedings of the 2004 ACM symposium on Applied computing SAC '04**

Publisher: ACM Press

 Full text available: [pdf\(85.58 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

In this paper, a technique is presented that allows web sites viewers to build personalized web pages, using specific thematic areas of their preferred sites. This technique, besides saving from the trouble of having to browse in different sites in order to find the desired content, saves users time and reduces the cost of browsing the web by minimizing the data that have to be downloaded. It is based on an algorithm, which fragments a web page in discrete fragments using the page's internal str ...

**Keywords:** Web Components, Web Fragments, portal personalization

### 2 [An architecture to support scalable online personalization on the Web](#)



Anindya Datta, Kaushik Dutta, Debra VanderMeer, Krithi Ramamritham, Shamkant B. Navathe

 August 2001 **The VLDB Journal — The International Journal on Very Large Data**
**Bases**, Volume 10 Issue 1

Publisher: Springer-Verlag New York, Inc.

 Full text available: [pdf\(167.25 KB\)](#) Additional Information: [full citation](#), [abstract](#), [citings](#), [index terms](#)

Online personalization is of great interest to e-companies. Virtually all personalization technologies are based on the idea of storing as much historical customer session data as possible, and then querying the data store as customers navigate through a web site. The holy grail of online personalization is an environment where fine-grained, detailed historical session data can be queried based on current online navigation patterns for use in formulating real-time responses. Unfortunately, as mo ...

**Keywords:** Behavior-based personalization, Dynamic lookahead profile, Profile caching, Scalable online personalization, Web site and interaction model

### 3 [Semantic web and web 2.0: P-TAG: large scale automatic generation of personalized annotation tags for the web](#)

